

REMARKS/ARGUMENTS

Favorable reconsideration of this application in light of the following discussion is respectfully requested.

Claims 1-39 are active in this application. In the outstanding Office Action Claims 1-17 and 19-39 were rejected under 35 USC §103(a) as being unpatentable over Tracy (5,979,757); Claim 18 was rejected under 35 USC §103(a) as being unpatentable over Tracy in view of Murdock (4,189,730)

Applicants respectfully traverse the outstanding grounds for rejection because in Applicants' view the outstanding rejection is based on an erroneous understanding of the prior art and because Applicants consider that the pending claims patentably define over the cited art, for the reasons as next discussed.

In particular, regarding independent claims 1, 2, 17, 19 and 37, it is respectfully submitted that the outstanding Office Action is based on an erroneous finding that the claimed steps of requesting a notification of a terminal identifier of the radio portable terminal from a radio base station and receiving the notification from the radio portable terminal are disclosed in col. 1, lines 20-36 and col. 2, lines 56-64 of Tracy. However, according to Applicants' invention, requesting notification and receiving the notification take place directly between the radio portable terminal and the radio base station through the radio LAN (Local Area Network), without utilizing a public communication network provided by communication providers.

In contrast, Tracy at col. 1, lines 20-36 only describes that the data collecting portable computing terminals can be equipped with wireless communication radio systems in general, and at col. 2, lines 56-64 merely describes that a portable terminal can be made to function as a telephone and pager by being provided with a voice transmission channel (i.e., a communication channel in a public communication network). Tracy completely fails to

suggest or imply any specific procedure for a notification of a terminal identifier of the radio portable terminal, where the notification is initiated from the radio base station side and which is carried out directly between the radio portable terminal and the radio base station through the radio LAN, as explicitly claimed.

It is respectfully submitted that the outstanding Office Action is based on another erroneous finding that the claimed steps of requesting a check of whether the radio portable terminal is an electronic coupon sending/collecting target or not from the radio base station to a server device, and checking this at the server device and notifying the result from the server device and to the radio base station, are disclosed in col. 9, lines 27-30 and 55-60 of Tracy.

However, in the claimed invention, requesting the check and notifying the result take place directly between the radio base station and the server device, through a local network such as Ethernet that is provided between the radio base station and the server device in advance, and not through the radio LAN. In contrast, Tracy at col. 9, lines 27-30 and 55-60 merely describes some types of information, which include electronic coupons and paper coupons that can be obtained from the central host and displayed at a portable terminal of each customer. Tracy completely fails to suggest or imply any specific procedure for a notification of the electronic coupon sending/collecting target check result which is initiated from the radio base station side and which is carried out directly between the radio base station and the server device without using the radio LAN as explicitly claimed.

Still another erroneous finding relied upon in the outstanding Office Action is that the claimed steps of carrying out the processing for sending/collecting the electronic coupon at the radio base station, through the radio LAN, according to the notified check result, is disclosed in col. 9, lines 25-30 and 55-60, col. 10, lines 9-15, col. 5, lines 46-53 and col. 6, lines 25-51 of Tracy.

However, it should be noted that according to Applicants' invention, sending/collecting the electronic coupon takes place directly between the radio base station and the radio portable terminal, through the radio LAN. In contrast, Tracy at col. 9, lines 25-30 and 55-60 merely describes some types of information that can be obtained from the central host and displayed at a portable terminal of each customer, at col. 10, lines 9-15 merely describes downloading of some information which is not selection sensitive (see col. 9, line 66 to col. 10, line 8), and at col. 5, lines 46-53 and col. 6, lines 25-51 merely describes a wireless communication between the portable terminal and the central host through multiple access points. It is respectfully submitted that Tracy completely fails to suggest or imply any specific process of sending/collecting the electronic coupon directly from the radio base station to the radio portable terminal, through the radio LAN, according to the check result received from the sever device at the radio base station, as claimed..

In view of the noted deficiencies in Tracy, it is respectfully submitted that Tracy clearly does not render obvious the claimed limitations stated in independent Claims 1, 2, 17, 19 and 37, and it is respectfully submitted that the rejection of these claims, and dependent claims 3-16, 18 and 20-22 dependent therefrom, is traversed. Reconsideration and withdrawal of the outstanding rejection of these claims is therefore respectfully requested.

Turning now to independent claims 23, 24, 38 and 39, it is respectfully submitted that the outstanding rejection of these claims is based on the erroneous finding that the claimed step of requesting a notification of a terminal identifier of the radio portable terminal from a radio base station and receiving the notification from the radio portable terminal is disclosed in col. 1, lines 20-36 and col. 2, lines 56-64 of Tracy.

However, according to the claimed invention, requesting notification and receiving the notification take place directly between the radio portable terminal and the radio base station through the radio LAN (Local Area Network), without utilizing a public

communication network provided by communication providers. In contrast, Tracy at col. 1, lines 20-36 merely describes that the data collecting portable computing terminals can be equipped with wireless communication radio systems in general, and at col. 2, lines 56-64 merely describes that a portable terminal can be made to function as a telephone and pager by being provided with a voice transmission channel (i.e., a communication channel in a public communication network). Tracy completely fails to suggest or imply any specific procedure for a notification of a terminal identifier of the radio portable terminal, which is initiated from the radio base station side and which is carried out directly between the radio portable terminal and the radio base station through the radio LAN, as explicitly claimed.

Furthermore, the outstanding Official Action also fails to address the claimed step of notifying the notified terminal identifier from the radio base station to the server device through the local network, which is different from the radio LAN. In fact Tracy completely fails to describe any specific process of notifying the terminal identifier of the radio portable terminal from the radio base station to the server device, through a local network such as Ethernet that is provided between the radio base station and the server device in advance, and not through the radio LAN.

Further, it is respectfully submitted that the outstanding Office Action also relies on the erroneous finding that the claimed step of recording and managing management information at the server device is disclosed by Tracy at col. 12, lines 50-55, col. 14, lines 3-48 and 54-65, col. 5, lines 46-53, col. 6, lines 25-51, col. 18, lines 13-21 and col. 9, lines 55-61 of Tracy.

However, the claimed management information is required to contain the terminal identifier notified from the radio portable terminal via the radio base station, as well as information regarding an arranged location of the radio base station through which the terminal identifier is notified to the server device. In contrast, Tracy at col. 12, lines 50-55

merely describes a possibility of realizing the in-store marketing programs including pin-point marketing, coupon distribution and coupon tracking, at col. 14, lines 3-48 and 54-65 merely describes a presentation of advertising messages to the customer through the portable terminal, a display of customer specific data and external advertising messages through the portable terminal, an uploading of customer shopping lists from the central host to the portable terminal, and an item selection method that can be carried out by the customer by utilizing a list of previously purchased items, at col. 5, lines 46-53 and col. 6, lines 25-51 merely describes a wireless communication between the portable terminal and the central host through multiple access points, at col. 18, lines 13-21 merely describes a self-checkout system having a product information distribution system, and at col. 9, lines 55-61 merely describes some types of information that can be obtained from the central host and displayed at a portable terminal of each customer.

Thus Tracy fails to suggest or imply any specific process of recording and managing the management information that contains the terminal identifier of the radio portable terminal and information regarding an arranged location of the radio base station through which the terminal identifier is notified. Consequently, Tracy completely fails to suggest or imply all the claimed limitations of the independent Claims 23, 24, 38 and 39 and therefore these claims as well as dependent Claims 25-36 are believed to be patentably distinguishing over Tracy.

In fact, in Applicants' view, the only Tracy disclosure specifically directed to the use of electronic coupon system is provided at col. 12, line 51 to col. 13, line 37, but there Tracy actually fails to describe any specific procedures like those explicitly claimed and discussed above.

The applied Murdock patent, cited in the rejection of Claim 18, is not believed to remedy the above discussed deficiencies of the Tracy patent. Therefore the several

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outstanding grounds for rejection are traversed, and withdrawal thereof is respectfully requested.

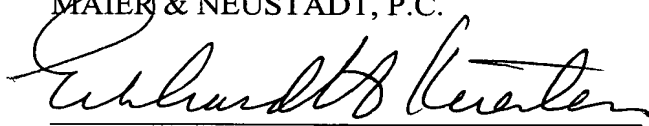
Accordingly, no further issues are believed to be outstanding, and it is respectfully submitted that the Claims 1-39 are in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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